ADVERTISING CLIMATE - THE 90'S

- Experts predict difficult times for non-broadcast in the 90's - follows steady (print) growth in late 80's
- Trend beginning in 1990 - spending off $1 billion or 3%
  - Majority in magazine - off 14%
  - ROP/OOH generally flat
- 1991 YTD Magazine revenue off $15MM or 2%

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Source: https://www.industrydocuments.ucsf.edu/docs/mlkm0004